

ABAG
March/April 2008



Service Matters

FOCUSing on Performance Targets for Projections 2009 Where are we going and how are we getting there?

Regional decision makers have an opportunity to participate in developing the region's policy-based *Projections* process, or preferred land use pattern. The Association of Bay Area Governments (ABAG) is hosting a series of local review workshops in each of the nine counties to discuss using performance targets as part of *Projections 2009* forecasting process. Elected officials and staff are invited to participate in these local meetings.

Every two years, ABAG issues *Projections*, a long-term population, households, and employment forecast. The forecast is designed to be a realistic assessment of regional growth and used by regional agencies, local government and businesses in their long range planning. Until 2003, ABAG *Projections* was a "trends-based" economic forecast. Then broad policy statements were adopted by ABAG's Executive Board and applied to *Projections*. These policies encompass land use assumptions that more growth will occur in areas with transit, in existing communities, and where there are jobs and services - namely in the inner Bay Area and in infill locations.

Determining Projections 2009

Looking ahead to *Projections 2009*, ABAG staff recommends developing performance targets, which would be used to test various regional land use assumptions and growth scenarios. The targets would be similar to ones used by the Metropolitan Transportation Commission (MTC), to reduce vehicle miles traveled (VMT) and congestion, improve air quality, and increase the affordability of housing and transportation.

Performance targets will help regional decision makers more clearly understand the ramifications of any decisions made regarding the region's policy-based *Projections*, or preferred land use pattern, as well as other assumptions required.

Next, alternative land use scenarios—each with varying degrees of land-use assumptions regarding the location of

growth—would be run and tested against the performance targets. ABAG staff would also develop assumptions regarding multi-family housing, travel behavior and telecommuting. In addition, staff would work with MTC to

FOCUS cont. on pg. 2



County Meetings to Review and Discuss Linking Performance Targets to Policy Assumptions for Projections 2009

- March 12, Santa Clara County** 7 - 9 p.m.
Santa Clara County Board Chambers, County Government Center, 70 W. Hedding Street, 10th Floor, San Jose
Co-hosted by Santa Clara County Supervisor Pete McHugh and City of San Jose Councilmember Forrest Williams
- March 19, Napa County** 1:00 p.m.
Napa County Transportation and Planning Agency, 707 Randolph St., Napa
- March 24, Marin County** 7 - 9 p.m.
Mill Valley Community Center, Mountain View Room, 180 Camino Alto, Mill Valley
Co-hosted by Marin County Supervisors Steve Kinsey and Charles McGlashan
- March 26, Alameda County** 7 - 9 p.m.
San Leandro Library/Lecture Hall, 300 Estudillo Avenue, San Leandro
Co-hosted by Alameda County Supervisor Scott Haggerty and City of Berkeley Mayor Tom Bates
- March 27, San Mateo County** 6:30 - 8:30 p.m.
San Mateo County Board Chambers, 400 County Center, Redwood City
Co-hosted by San Mateo County Supervisor Rose Jacobs Gibson and Sue Lempert, JPC Board member
- April 10, Sonoma** TBD
Sonoma County Mayors and Councilmembers Meeting
- April 17, Contra Costa County** TBD
San Francisco City/County TBD

(In February county meetings were held in Solano County/Fairfield and West Contra Costa County/El Cerrito)

FOCUS
a development and conservation strategy
for the San Francisco Bay Area

IN THIS ISSUE

FOCUSing on Performance Targets	page 1-2	ABAG at Your Fingertips	page 3
Tools & Resources for Local Governments	page 2	Judy Kelly; Total Conduit Financing	page 3
ABAG Spring General Assembly	page 2	Calendar of Events & Earth Day Notable Numbers	page 4

FOCUSing: Tools and Resources; ABAG Spring General Assembly

FOCUS from front cover

develop assumptions regarding transportation pricing and use of alternative fuels. This complete package of assumptions could then be evaluated against the targets.

Your Help Is Needed

ABAG welcomes input from elected officials, city and county staff, and others in this process. You can participate by attending a local meeting to review and discuss the targets, land use assumptions, and the draft *Projections 2009* city-level and census tract land use data.

The meetings will address such questions as:

- What is the “right” set of performance targets?
- How do targets translate into land use assumptions to be made in *Projections 2009*?
- What are the challenges for the city/county?

For more information about the meetings, and/or the process, please contact Christy Riviere, ABAG Senior Regional Planner, at christyr@abag.ca.gov or 510/464-7923.


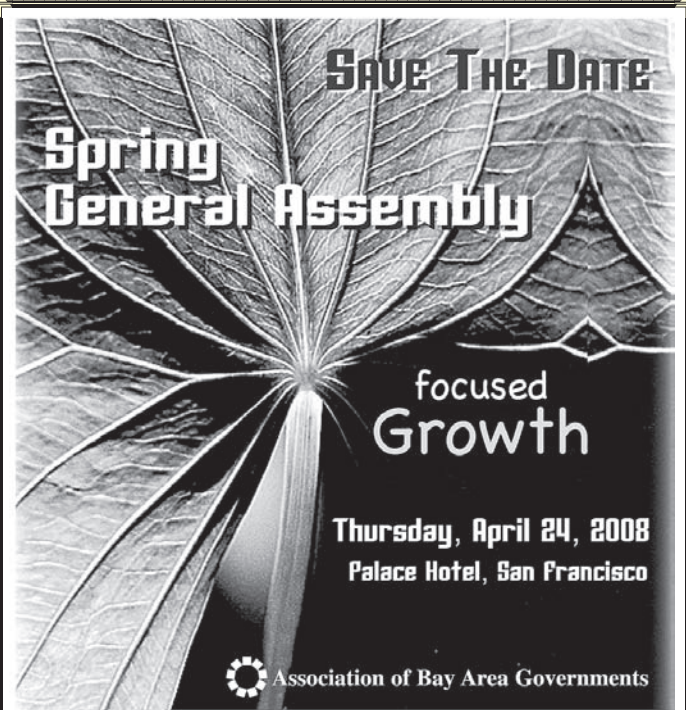
Conferences: Tools and Resources for Local Government

“FOCUS on Community Engagement,” part of ABAG’s 2008 Regional Best Practices Conference Series, is scheduled for March 27, 2008. Attendees will learn and practice in a

Town Hall Exercise effective civic engagement techniques and proven methods for community building. Solid civic engagement methods and continuous community building, focusing on relationships and process for building solid and sustainable civic capacity, will be explored. The workshop will emphasize tools to help alleviate polarization on tough issues and help facilitate constructive public involvement. These team sessions will be held 9 a.m. to noon in Classrooms 2, 3, 4 at the Elihu Harris State Building, 1515 Clay Street, Oakland. Conference Fee is \$30.00, with a \$15.00 rate for PDA Community Representatives. *Online registration is offered at www.abag.ca.gov. For more information, contact JoAnna Bullock at 510/464-7968 or joannab@abag.ca.gov.*

The **“Preparing for Sea Level Rise Conference,”** hosted by the San Francisco Bay Conservation and Development Commission (BCDC), ABAG, and the San Francisco Bay National Estuarine Research Reserve, will be held **Wednesday, April 16th, 8:30 a.m. to 3:30 p.m.** Elected officials, city and county managers, planning, public works and park agency directors, and flood control and water agency directors are invited to attend an interactive conference to learn the direct consequences of climate change driven sea level rise in the Bay Area. Attendees will learn how to assess their community’s vulnerability to the effects of sea level rise including the potential costs of protecting against an increase in sea level. Adaptation strategies for protecting property in threatened areas will be explored. Participants will hear from local governments confronting the challenges of sea level rise and the strategies they are pursuing, and hear how they can partner with other agencies and organizations to reduce sea level rise rates by cutting greenhouse gas emissions.

Registration fee is \$25 (materials, continental breakfast and lunch included) and attendees are asked to bring their own reusable coffee/tea cup to help reduce event “footprint.” Contact: Joe LaClair, BCDC, for more information at 415/352-3656 or joel@bcdca.gov, and online registration is available at www.abag.ca.gov.



ABAG Spring General Assembly
8:00 am • Palace Hotel, San Francisco
ABAG DELEGATES/ALTERNATES MUST ATTEND BUSINESS MEETING
Registration materials will be mailed in mid-March
For more information, call 510/464-7900

ABAG at Your Fingertips www.abag.ca.gov

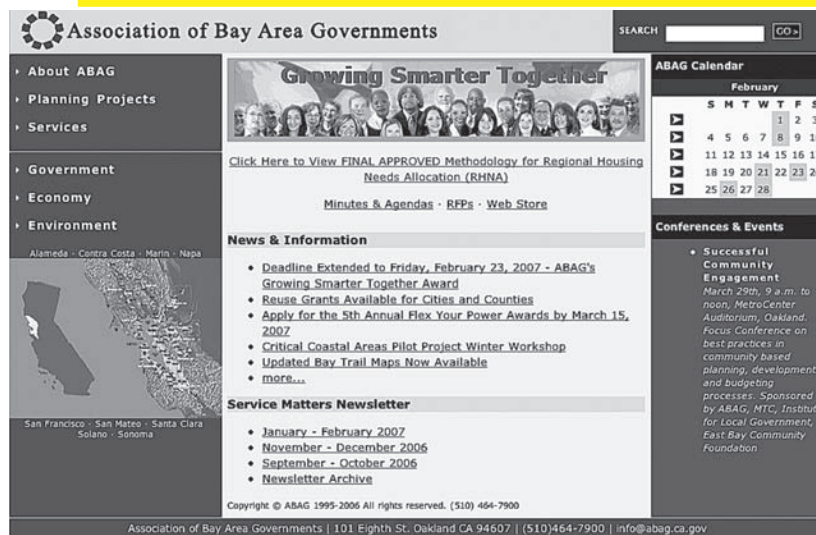
One of the first websites for a Council of Government and the second for a California public agency, the ABAG website continues to be “on the mark and in the forefront.” ABAG’s web presence, www.abag.ca.gov, was refreshed this past year and offers even more resources and information. Newly designed, easy to navigate calendar and postings of conferences and events are available on the home page. Web visitors can also register online for listed conferences and events. The site now offers RSS Feeds for ABAG site updates automatically downloaded to your computer. RSS Feeds can be viewed in Internet Explorer and other programs on user’s tool bar next to Favorites.

In addition, audio and visual archives are now available on the website under ABAG news and information. These include the ABAG Regional Economic Outlook 2008-2009 Conference interview on KGO Channel 7, the film *Building Communities We Care About*, and an audiocast of the ABAG General Assembly and MTC Transportation 2035 Summit. Previous conference presentations are also available online.

Another innovation is the ABAG online Geographical Information System (GIS), which allows the public to obtain GIS information by clicking locations on maps. The ability to access Liquefaction Hazard Maps, Earthquake Shaking Hazard Maps, and Dam Failure Inundation Maps can help improve safety and increase preparedness. ABAG online also features an interactive website where homeowners, businesses, and commuters can test their safety and preparedness for natural disasters.

The California Environmental Quality Act (CEQA) Environmental Review Log is another useful planning tool available online. ABAG is the regional coordinator of the CEQA environmental review process and the *CEQA Review Log*, which lists projects of regional significance

and is housed on the ABAG website. *The Intergovernmental Review Newsletter* lists projects that are receiving Federal financing and projects available to aid local participation in federal activities. Through RSS Feeds, subscribers can now receive timely notifications about the frequently updated content in the *CEQA Review Log* and the *Intergovernmental Review Newsletter*.



Over the years, the website has greatly expanded ABAG’s ability to reach and help local governments and their constituents throughout the San Francisco Bay Region. The website offers a wealth of information about ABAG’s planning and service programs, including hazard preparedness and mitigation, the Bay Trail, the Green Business Program, the San Francisco Estuary Program, ABAG Financial Services, ABAG POWER, and ABAG PLAN. For example, the Focusing Our Vision page on the website features resources and special grants for local governments.



Welcome Judy Kelly to ABAG—In January, Kelly was named Director of the San Francisco Estuary Project. She succeeds Marcia Brockbank, who retired in December after 20 years of outstanding public service at ABAG and 13 years of award-winning leadership as SF Estuary Project Director.

ABAG Reaches Conduit Financing Milestone

The ABAG Finance Authority (FAN) reached a major milestone in 2007, when the Authority closed a \$60 million tax-exempt financing for Oakland’s Children’s Hospital this past October. With this financing the \$5 billion mark was passed in total conduit financing issued through ABAG for hospitals, clinics, retirement facilities, affordable housing, schools, and other community services throughout the Bay Area. For further information, contact Clarke Howatt at 510/464/7932, clarkeh@abag.ca.gov.



MARK YOUR CALENDAR!

MARCH 2008

March 20

PLAN Finance Committee 1:00 pm
MetroCenter, ABAG Conference Rm. C

**Legislation & Governmental
Organization Committee** 3:30 pm
MetroCenter, ABAG Conference Rm. B

**Finance & Personnel
Committee** 5:00 pm
MetroCenter, ABAG Conference Rm. B

ABAG Executive Board 7:00 pm
MetroCenter, Auditorium

March 21

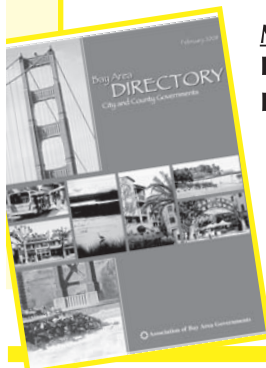
**ABAG / BAAQMD / MTC Joint
Policy Committee** 10:00 am
MetroCenter, Auditorium

March 28

**Regional Airport Planning
Committee** 9:30 am
MetroCenter, Auditorium

ABAG'S 2008 BAY AREA DIRECTORY

Features City and County Governments and detailed contact information for local elected officials and key staff members.



Member Rate

Hardcopy \$80

Disk \$120

(Non-member rates listed online)

Special discounts available

*Each jurisdiction has received
one complimentary copy*

To order go to

www.abag.ca.gov - click Webstore • ABAG Publications • (510) 464-7900

APRIL 2008

April 2

**Regional Planning
Committee (RPC)** 1:00 pm
MetroCenter, Auditorium

April 10

**Bay Trail Steering
Committee** 1:30 pm
MetroCenter, ABAG
Conference Rm. B

April 16

**PLAN Risk Management
Committee** 10:00 am
MetroCenter, ABAG Conference Rm. B

**ABAG POWER
Executive Committee** 12:00 pm
MetroCenter, ABAG Conference Rm. B

April 18

**ABAG / BAAQMD / MTC Joint
Policy Committee** 10:00 am
BCDC, 26th Floor, 50 California
Street, San Francisco

April 24

**ABAG Spring General
Assembly** 8:00 am
Palace Hotel, 2 New Montgomery St.
San Francisco

April 25

**Regional Airport Planning
Committee** 9:30 am
MetroCenter, Auditorium

Notable Numbers

Reducing our Carbon Footprint



April 22, 2008

Marks the 39th Earth Day, with Sunday April 20th being promoted as the largest Earth Day gathering in US history. Major day-long events will be held in eight cities nationwide, (including San Francisco and Los Angeles).

22 tons

Of carbon dioxide (CO₂) emissions are generated annually by every American, in contrast to the world average of 6 tons per capita.

3 Trillion pounds

Of CO₂ could be kept out of the atmosphere if every household in America replaced three bulbs with energy-efficient fluorescent bulbs (CFLs). This action also reduces 75% of household lighting costs.

2000 pounds

Of CO₂ would be eliminated from each household if the thermostat is moved down two degrees in winter and up two degrees in summer.

40%

Reduction of heating and cooling costs can be achieved annually, just by planting a large tree that creates shade.

40%

Of all electricity used to power home electronics is consumed while the products are turned off, which equals the annual output of 17 power plants. Unplug when not in use.

*Facts from Earth Day Network, Natural Resources
Defense Council, Flex Your Power*

Rose Jacobs Gibson
ABAG President
Supervisor, San Mateo County

Mark Green
ABAG Vice President
Mayor, Union City

David Cortese
ABAG Immediate Past President
Vice Mayor, City of San Jose

Henry L. Gardner
Secretary/Treasurer, Executive Director

Patricia M. Jones - Managing Editor

Kathleen Cha - Editor/Writer

Leah Zippert - Writer

Halimah Anderson - Writer

Vicki Rutherford - Design & Production



Association of Bay Area Governments

P.O. Box 2050

Oakland, CA 94604-2050

Phone: 510.464.7900

Fax: 510.464.7970

E-mail: info@abag.ca.gov

abagOnline: <http://www.abag.ca.gov>



Association of Bay Area Governments

P.O. Box 2050 • Oakland, CA 94604-2050

website: <http://www.abag.ca.gov> • e-mail: info@abag.ca.gov

PRSRT FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 832
OAKLAND, CA